

ATTACHMENT C

Plaintiffs' Exhibit 78

FY'22 Holiday Media Recommendation

September 17, 2021



1

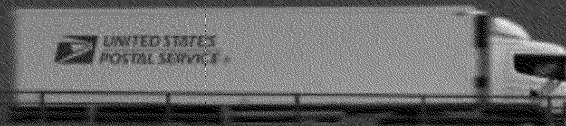
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USPS-ADS-0000064864

PURPOSE

To present and gain alignment on the FY'22 Holiday Equity media recommendation



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AGENDA

- Campaign Parameters
- Strategic Approach & Target Audience
- Media Recommendation
- Measurement
- Next Steps



3

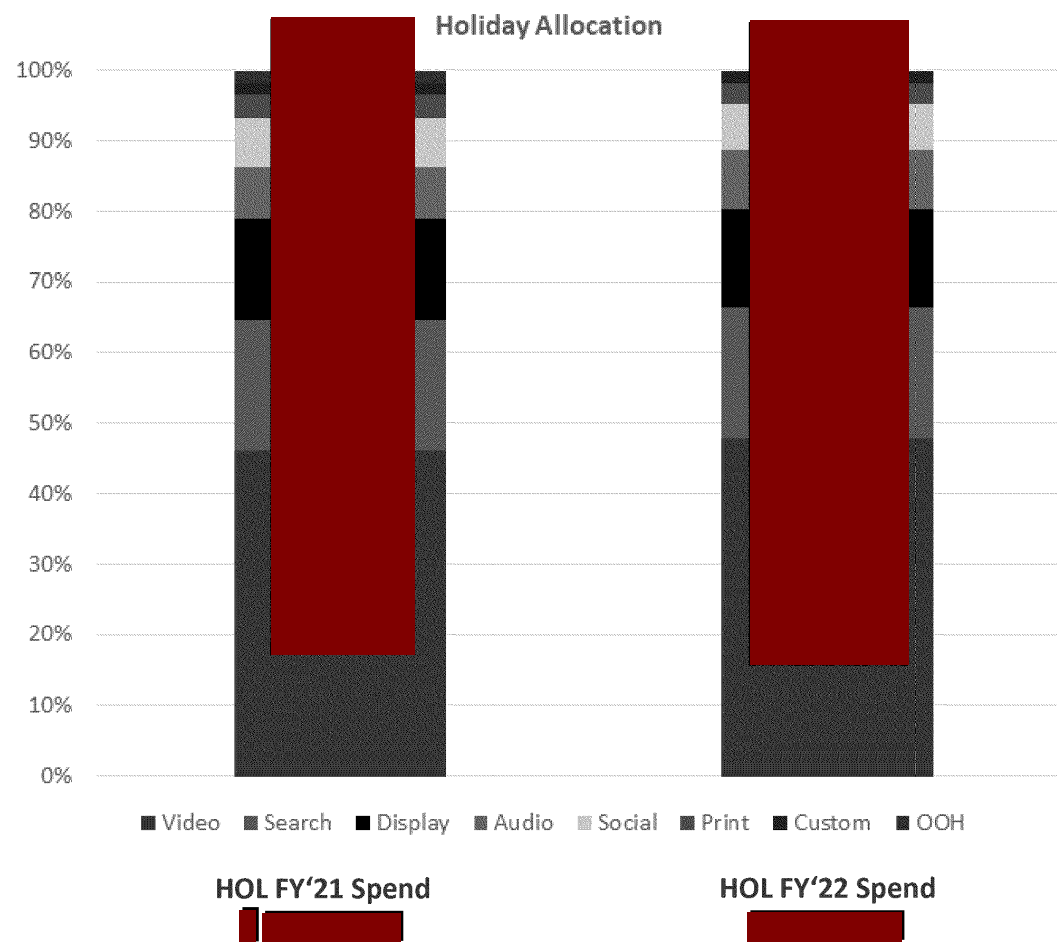
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YOY HOLIDAY CHANNEL ALLOCATION

- Holiday budget and channel allocation percentages are relatively [REDACTED]
- Majority of spend within November
 - [REDACTED] of investment allocated to November in order to focus on early HOL weeks for the USPS business



HOLIDAY MEDIA RECOMMENDATION



INTERCEPT CONSUMERS THROUGHOUT THE SEASON WITHIN THEIR PASSION POINTS EMPHASIZING HOW USPS WILL [REDACTED]

CONNECTIONS
PRINCIPLE

COMMUNITY

KEY MOMENTS

STR. AUDIO /
PODCASTS

DISPLAY (GM)

DISPLAY (HA)

DISPLAY (AA)

ACE



OPTIMIZED DISPLAY PARTNER LIST ALLOWS FOR REACH/FREQUENCY MANAGEMENT

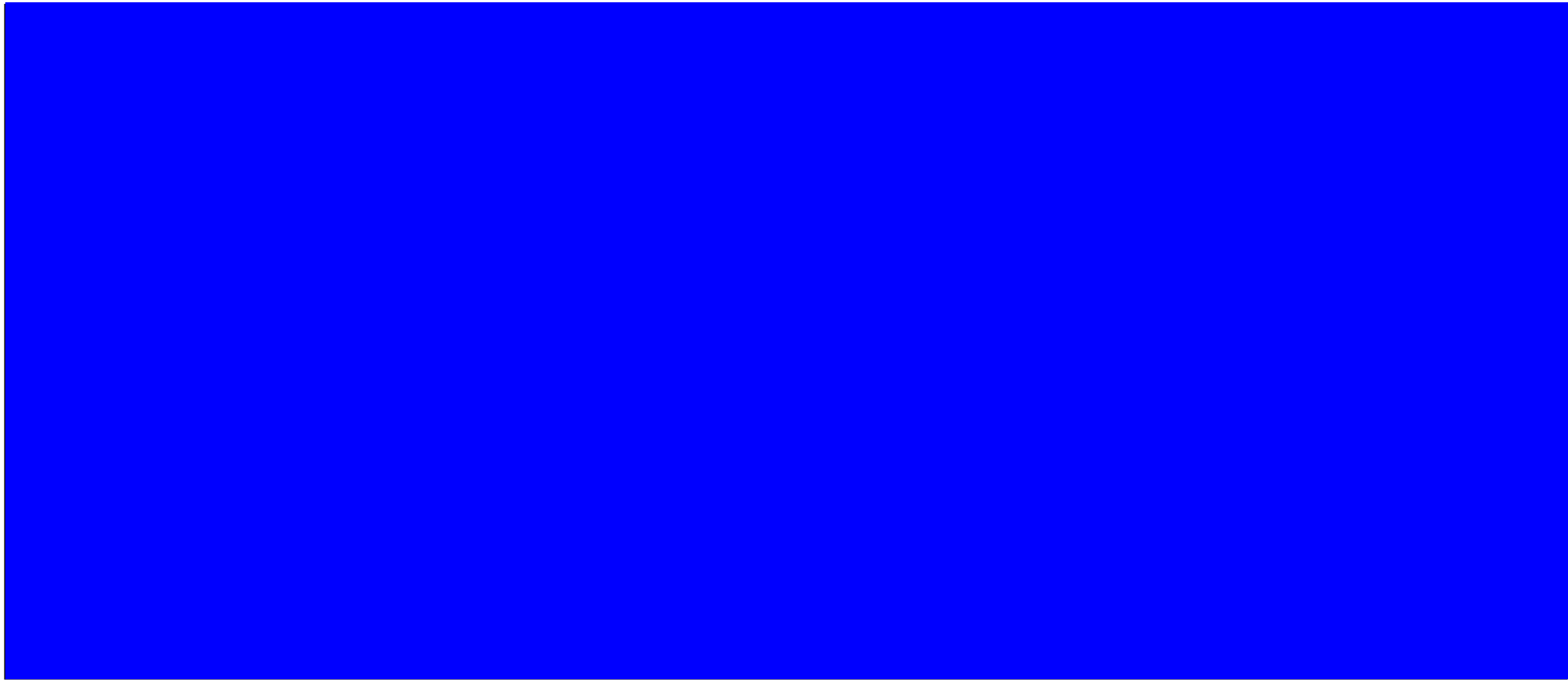
Holiday FY'21 Spend



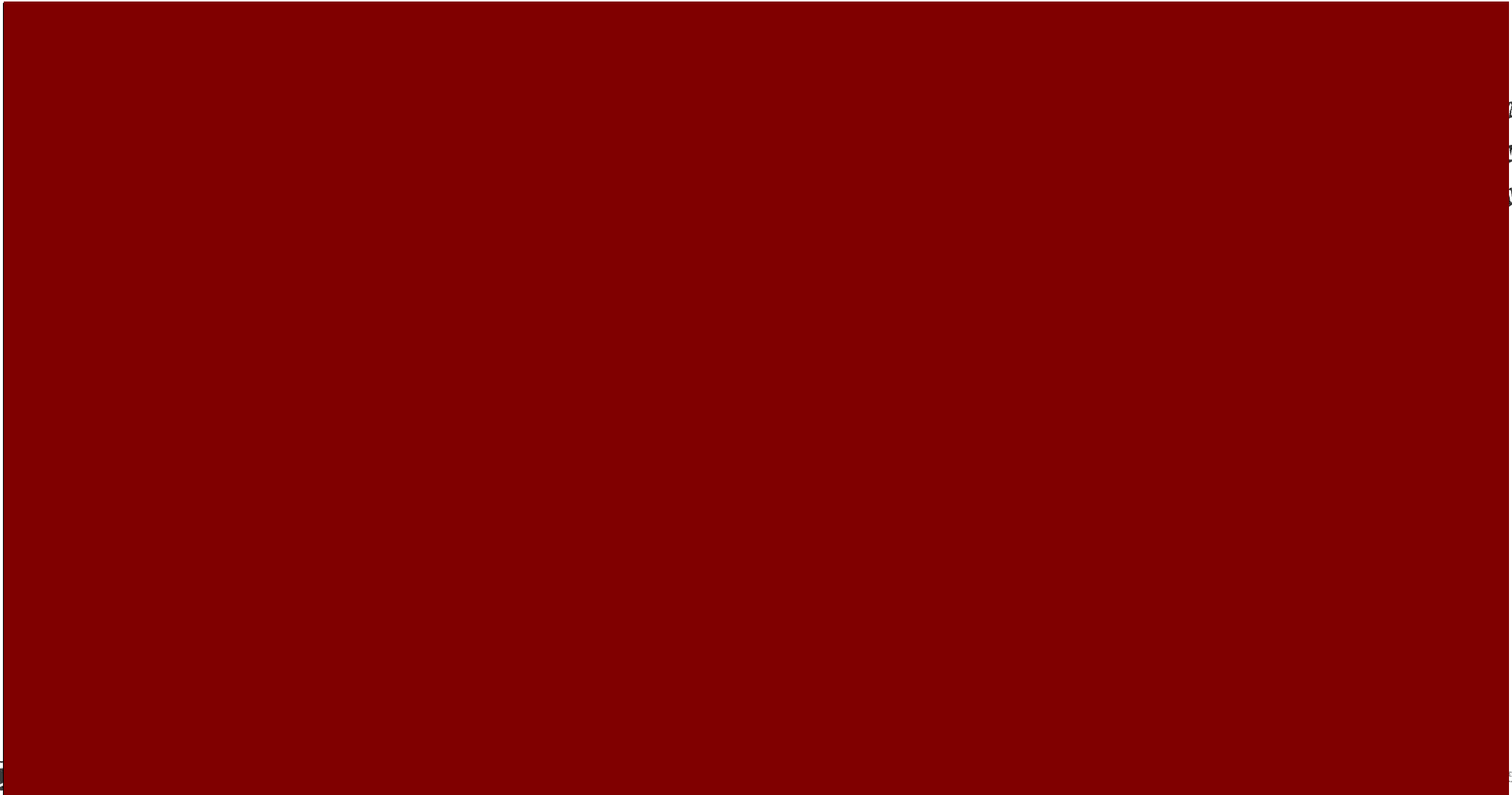
Holiday FY'22 Spend



A COMBINATION OF STANDARD BANNERS, RICH MEDIA/HIGH IMPACT UNITS, & TAKEOVERS TO DRIVE QUALITY SITE TRAFFIC



INTRODUCE NEW PROGRAMMATIC TACTICS TO COMPLEMENT TRIED AND TRUE



NEW

NEW

NEW

52

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MEASUREMENT



A25-54 HOLIDAY REACH



KPI AND
BENCHMARKS
(TO BE UPDATED
WITH FY'22)

Media Channel	Target Market
Display	General Market
	Hispanic
	African American
Search	General Market
	Hispanic
Social: Traffic	General Market
	Hispanic
Social: Awareness	General Market
Social: New*	General Market
Streaming Audio	General Market
	Hispanic



*provided by partner



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NEXT STEPS



NEXT STEPS FOR PLAN APPROVAL

		Deadline
USPS review period on presented recommendation		
Media to share Terrestrial Audio recommendation		
USPS alignment on presented recommendation		
USPS alignment on Terrestrial Audio		
Multi-Channel Campaign Launch		



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MATTERKIND GM DISPLAY METRICS

TARGETING		PARTNER	TACTIC	BUDGET	IMPRESSIONS
MATTERKIND	Behavioral*				
	HVAs*				
	Competitive Conquesting*				
	Custom Intent*				



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MATTERKIND GM DISPLAY METRICS (CONT'D)

TARGETING		PARTNER	TACTIC	BUDGET	IMPRESSIONS
MATTERKIND	Native				
	Behavioral				
	Behavioral				
	Lookalike				
	Retargeting				